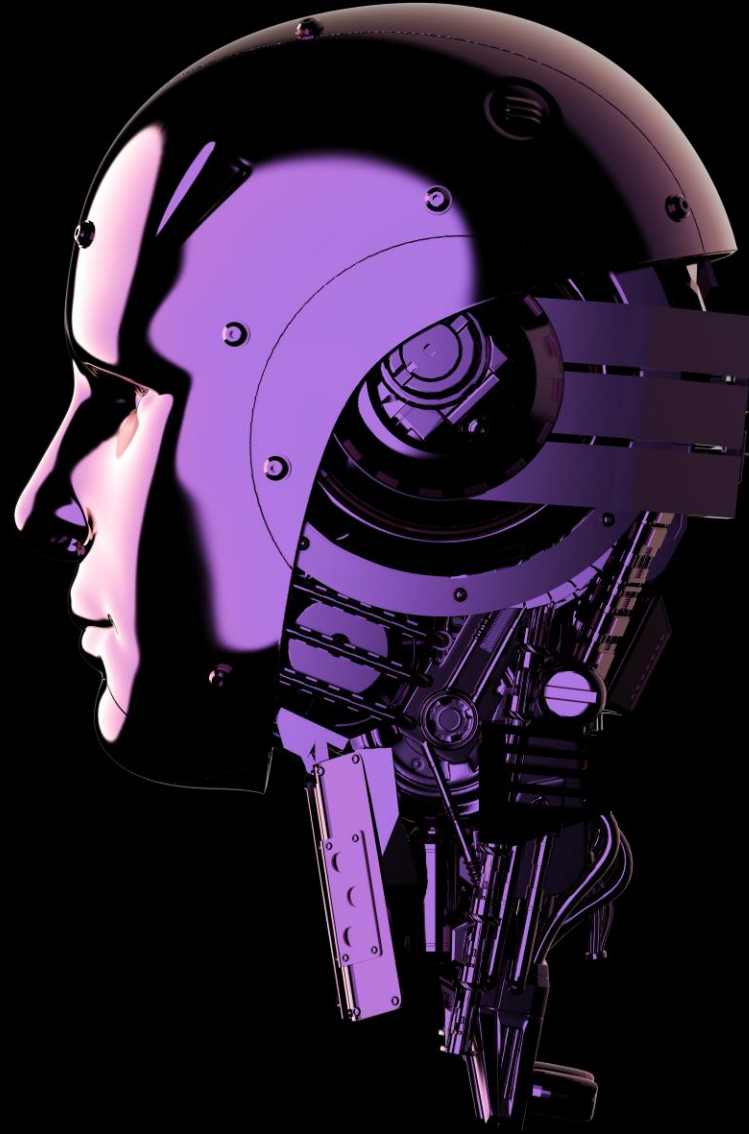


# Harnessing AI for Public Affairs

A Practical Roadmap for Effective Adoption





# What you will see today

1 Why AI Matters in Public Affairs

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2 Overview of the Roadmap

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3 Benefits and challenges

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# Why AI Matters in Public Affairs

Harnessing Technology for Strategic Advantage

## The Growing Importance of AI:

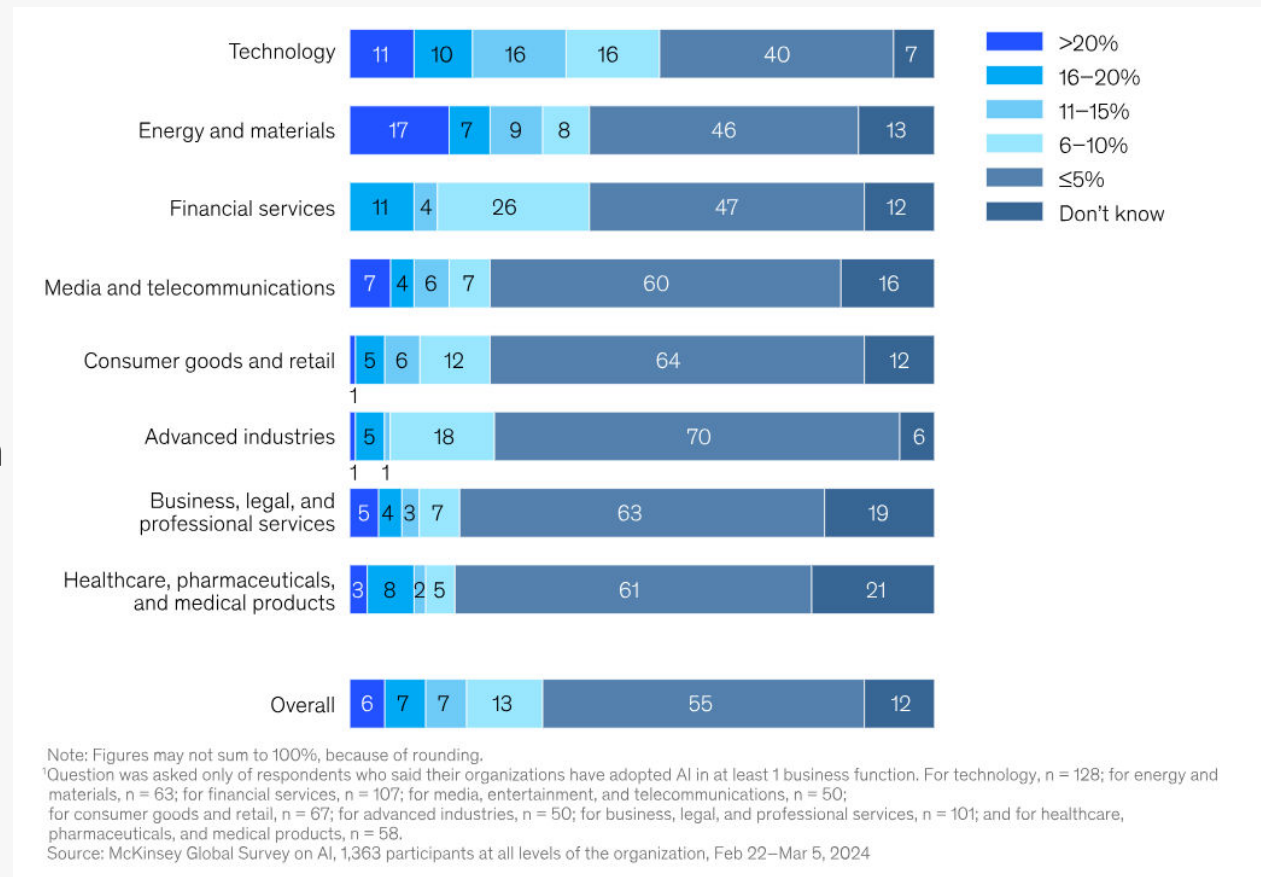
- AI is transforming industries by enhancing efficiency, analytics, and creativity.

## Relevance to Public Affairs:

- AI can streamline operations, provide data-driven insights, and improve stakeholder engagement.

## Opportunity for Innovation:

- Early adoption can position organizations as industry leader.





# The Big Picture - The Role of AI in Public Affairs

AI is a game-changer for public affairs, enabling more efficient, data-driven decision-making.

1

## Brainstorming and Strategic Planning

- Generate Ideas for Policies and Campaigns
- Structure Reports and Briefs
- Develop Creative Communication Strategies

2

## Copywriting

- Simplify Complex Policy Language
- Draft Speeches, Reports, and Press Releases
- Multilingual Communication

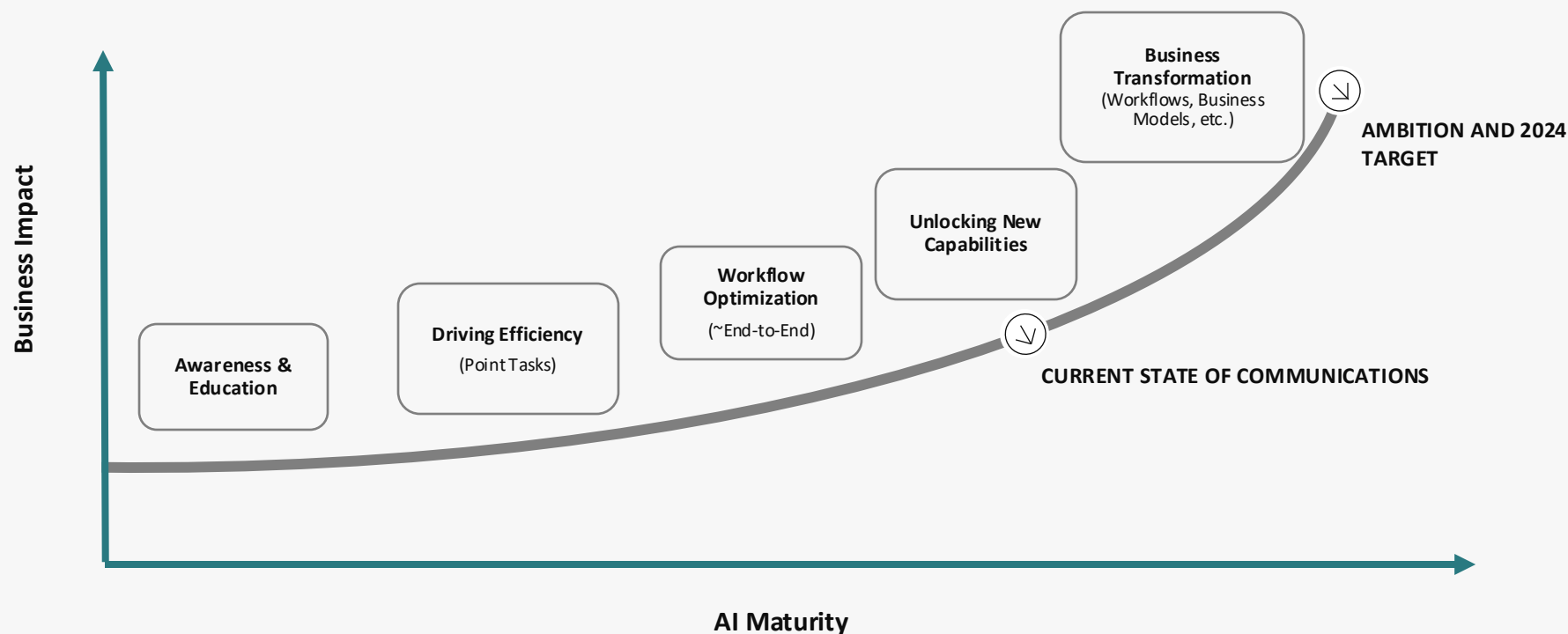
3

## Data Analysis and Insights

- Summarize Large Reports and Data Sets
- Identify Trends in Public Opinion
- Support Evidence-Based Recommendations



# Producing New Workflows Around Core Functions



Identifying Core Use Cases



Building Out Workflows



Distributing and Enabling

# Step 1: Establish an AI Task Force

Define Objectives and Align with Business Strategy

## Align with Business Strategy:

- Ensure AI initiatives support the organization's mission and strategic goals.

## Define Objectives:

- Identify specific goals for AI adoption in public affairs.
- Determine areas where AI can add the most value (e.g., data analysis, content creation).
- What are the functions/jobs that AI will look at making more effective?

## Assemble a Diverse Team:

- Include technical experts, senior leadership, and representatives from key departments.





# Step 2 – Establish Clear Guidelines

Ensuring Ethical, Secure, and Effective Implementation

**EMPHASIZE** HUMAN OVERSIGHT AND  
EXPERTISE

**PROTECT** SENSITIVE AND CONFIDENTIAL  
INFORMATION

**ADHERE** TO LEGAL AND REGULATORY  
OBLIGATIONS

**BE TRANSPARENT** TO MAINTAIN  
TRUST

**ENSURE** HIGH-QUALITY INPUTS FOR  
OPTIMAL OUTPUTS

**VALIDATE** AI OUTPUTS FOR ACCURACY AND  
BIAS

**PROMOTE** A CULTURE OF COLLABORATION  
AND LEARNING



# Step 3: Pilot and Evaluate AI Tools

## Test and Identify the Best AI Platforms

### Test AI Platforms:

- Explore tools like ChatGPT, Gemini, Microsoft 365 Copilot.
- Assess their capabilities and suitability for your needs.

### Engage the Wider Team:

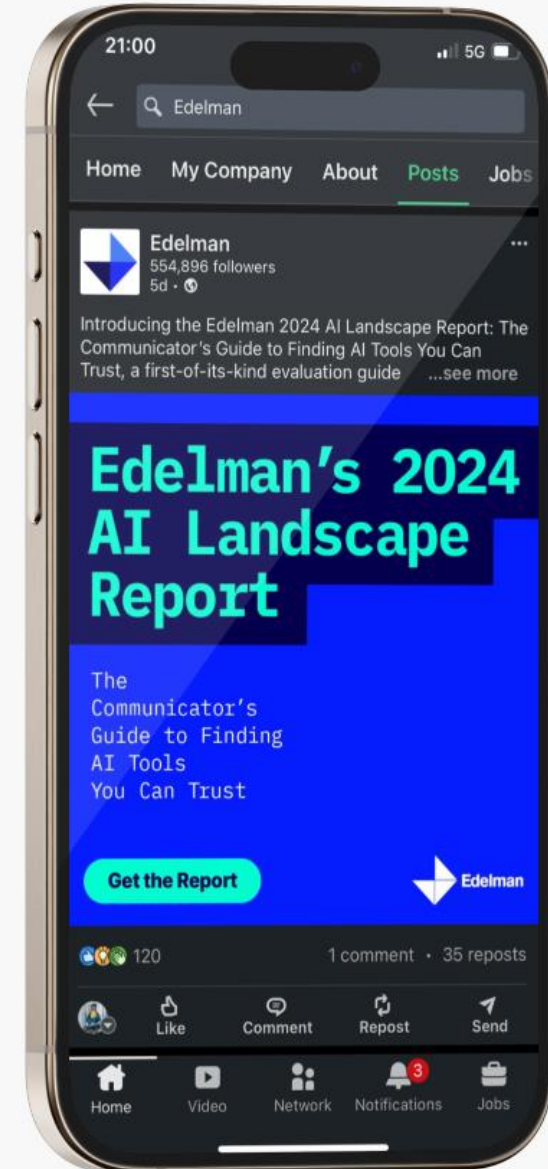
- Share updates through newsletters, SharePoint, or collaboration platforms.
- Foster interest and curiosity about AI developments.

### Collect Feedback:

- Use surveys and discussions to gather insights.
- Identify the most reliable and beneficial platforms.

### Select the Best Tools:

- Choose AI tools based on reliability, security, and added value.



# Step 4: Plan for Deployment

[Integrate AI Seamlessly into Your Operations](#)

## **Integration into Existing Workflows:**

- Ensure AI tools complement current systems and processes.
- Minimize disruptions by aligning with established workflows.
- Promote organic use by highlighting benefits.
- Avoid imposing tools from the top down to prevent resistance.

## **Review Contracts and Compliance:**

- Examine supplier agreements for security and privacy terms.
- Involve legal and IT teams to address compliance issues.

## **Encourage Bottom-Up Adoption:**



# Step 5: Training and Support

Empower Your Team to Utilize AI Effectively

## **Mandatory Basic Training:**

- Ensure all team members understand responsible AI usage.
- Cover data privacy, ethical considerations, and basic functionalities.

## **Voluntary Advanced Training:**

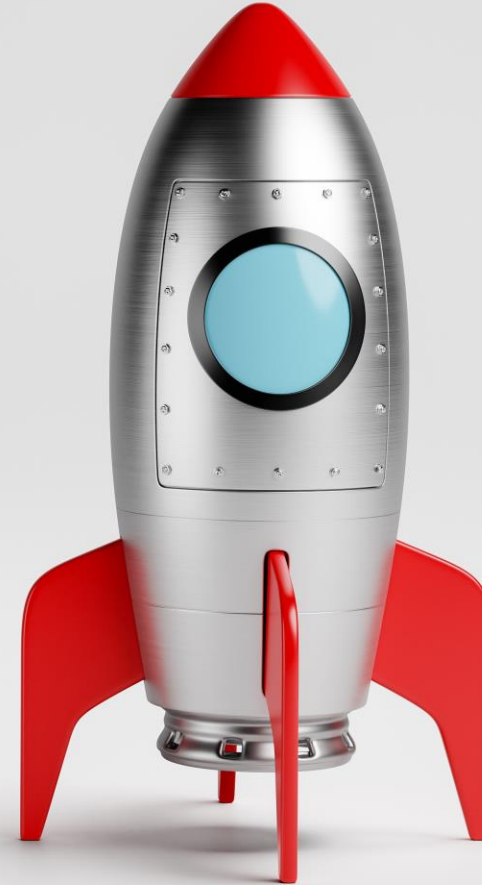
- Offer deeper learning opportunities for interested individuals.
- Make resources available online for flexibility.

## **Identify AI Ambassadors:**

- Appoint task force members or enthusiastic users as points of contact.
- Facilitate knowledge sharing and provide ongoing support.

## **Resources and Documentation:**

- Create user guides, FAQs, and troubleshooting tips.



# Step 6: Monitor and Improve

Ensure Sustainable and Effective AI Adoption

## Evaluate Adoption and Impact:

- Assess usage rates and effectiveness after a set period (e.g., six months).
- Use metrics like time saved, efficiency gains, and user satisfaction.

## Recalibrate Strategies:

- Adjust the approach based on feedback and performance data.
- Address any challenges or barriers to adoption.

## Foster a Supportive Environment:

- Encourage open communication about experiences with AI tools.
- Reinforce that adoption is meant to empower, not pressure, team members.

## Celebrate Successes:

- Highlight achievements and positive outcomes from AI integration.





# Benefits and challenges

Unlocking benefits and navigating potential obstacles

## Efficiency Gains

*Streamline processes and reduce manual workloads.*

## Enhanced Creativity

*Use AI for idea generation and innovative solutions.*

## Data-Driven Insights

*Leverage AI analytics for informed decision-making.*

## Improved Services

*Provide faster, more personalized responses.*

## Change Management

*Address resistance by communicating benefits and involving team members.*

## Data Privacy and Security

*Ensure compliance with regulations.  
Use secure platforms to protect sensitive information.*

## Training and Skill Gaps

*Provide comprehensive training and encourage continuous learning and development.*

## Ethical Considerations

*Implement ethical guidelines to prevent biases and promote transparency in AI usage.*



# Moving Forward with AI

A Clear Path to Integrate AI Effectively

## 1. Form an AI Task Force

*Assemble a team to define objectives and align with strategy.*

## 2. Establish Clear Guidelines

*Set policies to ensure ethical and effective use.*

## 3. Pilot and Evaluate AI Tools

*Test AI platforms to find the best fit for your needs.*

## 4. Develop a Deployment and Integration Plan

*Plan how to integrate AI into workflows seamlessly.*

## 5. Provide Training and Support

*Equip your team with the skills and resources needed.*

## 6. Monitor Progress

*Assess impact and refine your approach over time.*

Thank you

